# WILL BE RECORD CAR **OUTPUT THIS YEAR**

Expect 1.500,000 Cars Less Than Year Old on Roads

January 1, 1917, marks the bea new year, more than 1,500,nger cars less than a year old travelling the roads of the other lands, says J. Edward Schipper the Automobile. This prediction is ed on estimates but upon the fact set during the first six months of 1914. period closing on June 30 at by 754.902 passenger automobiles en completed in American fac-

practically without a single excepthe rate of production is being ineased at the present time. During the ear from July 1, 1915, to July 1, 1916. any production records were shattered concerns which had installed new eds of manufacture and new ma-During the year period men-1,300,000 cars were completed, enormous production was made of difficulties which were more than those encountered for many This is particularly true regard-shortage of raw materials and of securing adequate quan-

s of labor.

Sinety-nine automobile factories proed passenger cars during the first
months of 1916. Of this number
inty-seven are located in Detroit and mediate vicinity. Twelve are in Ohio, welve in Indiana, and the remainder cattered about the country almost from most to coast. Of the 754,902 cars made uring the first six months of 1916, 96 if cent, were made in the three States Michigan, Ohio and Indiana. Of this, course, Michigan claims the lion's Michigan claims the lion's hare with the great plants centring about Detroit. Seventy-nine per cent. If all the cars made in this country from From Factory—Will Continue writes state, having made 15 per cent, of the factoring the first six months, giving total number of 15,110. The remaining 4 per cent, of the factoring wars wall.

first six months of 1916. During the year period of July, 1915, to 1916, more than 477,000 Ford cars parts to assemble them left the first department of the Highland factory. Second in order of promon, as far as quantity is concerned, willys-Overland plant at Toledo, the Willys-Overland plant at Toledo, concern produced 94,477 cars during first six months of 1916, and more than 300 to 1916, and m well, with more than 40,000 for months period and approxi-double that number for the months ended July 1, 1916.

Jan. 1, 1917.

Striking Maxwell Fleet for Garford Salesmen.

Taylor Corporation, who are agents in New York and Boston for Garford tracks, for twenty Maxwell touring cars for their sales-The R. E. Taylor Corporation, with offices at 427 West Forty-second street, are the Eastern distributors of Garford trucks. Over fifteen hundred of these famous trucks are in constant use in Mr. Taylor's territory and sales are increasing daily. He has fifty salesmen at work all the time, and in order that these men may not lose valuable time in getting from one waiting "prospeet' to another in his big territory he determined to provide at his expense a speedy and reliable car for their use. All these twenty Maxwells are painted a pure flat white with the Taylor insignia, a big red "T," conspicuously shown.

Harry Houpt Gets Good News

suring the first six months, giving number of 15,110. The remainment of the factories were well sed with a fair share in Illinois, ork and Wisconsin, where the nataliroad facilities lend themselves quick delivery of materials and ender possible good shipping fafor the finished product. Both se factors are extremely necessary big producing concerns, particularly was found necessary to increase the

demand for the car was so great that it was found necessary to increase the number of a freight car, necessitating a great number of the cars to take care of even the product of some of the large conwhich have schedules up as high and a day and more. If the cars to take care of even the product of some of the large conwhich have schedules up as high and a day and more. If leads the list of big producing risk with a record of 298,000 cars of first six months of 1916. During the particularly good news to motor car owners in the metropolitan district, as we are now able to make deliveries of cars to many who had given up hope of cars to many who had given up hope of cars to many who had given up hope of cars to many who had given up hope of cars to many who had given up hope of cars to many who had given up hope of cars to many who had given up hope of cars to many who had given up hope of cars to many who had given up hope of cars to many who had given up hope of cars to many who had given up hope of cars to many who had given up hope of cars to take the number to 45,000 cars and under the various tests of speed and endurance to which it has been subjected, both in the hands of owners and under the auspices of the American Automobile Association, the car has made a wonderful record. For this reason the increase in production will be particularly good news to motor the car was so great that it was found necessary to increase the number to 45,000 cars and under the auspices of the American Automobile Association, the car has made a wonderful record. For this reason the increase in production was a subjected and endurance to which it has been subjected, both in the hands of owners and under the auspices of the American Automobile Association, the car has made a wonderful record. For this reason the increase in production was a subjected and endurance to which it has been subjected, both in the target the number of specific to the cars to take the subject to the number of the number of the number of the number of the

FINE U. S. TIRE SERVICE. Truck Tires Do Well on Big

Dodge and Studebaker, with more 40,000 for the first mentioned and en 20,000 and 40,000 for the others a six months period. There are a many concerns ranking between and 20,000 for the six months, mong them may be mentioned ers. Hudson and Saxon. With ally all these companies productivities have been such that dure first six months of 1916 many ars were made than during the Truck.

truck operated by his department. a truck operated by his department. The truck operated by his department a truck operated by his department. The truck operated by his department. The truck operated by his department a truck operated by his department. The truck operated by his department a truck operated by his department. The truck operated by his department and high priced automobies. Stick, challenging any one to be reak it. So far it has for the production of cars of that type. For the six months period ending June 30, the six months period ending June

Here Is the 1917 Stearns Knight Four.

## FIGURES TELL AMAZING STORY.

Some of the statistical figures of the automobile industry are entrancing. They form a romance of big business and prodigious capital that has never been equalled in the history of the world. When it is noted that one concern alone turns out in a half year over \$119,000,000 worth of cars it seems almost beyond comprehension that there should be any room for other manufacturers, and yet there are ninety-eight others not turning out as many, but practically all prosperous and all with definite manufacturing schedules. During the year 1915, from January 1 to December 30, 892,618 cars were produced. This seems like a tremendous number, and yet during the first half of 1916 85 per cent. of that total has already been made. In 1914 500,000 cars were manufactured; during the first half of 1916 that many and more than half again as much have been shipped.

Predictions of 1,500,000 cars for 1916 do not seem far amiss, even though this is an increase of more than 55 per cent. over 1915, or in actual numbers 500,000 more cars made this year than last, The total retail value of the passenger cars built in the United States in 1915 was \$565,856,450. Thus far in 1916, or for the period of the first half year, the retail value of the passenger cars is in excess of \$481,100,000.

During the six months ended July 1, 1916, the number of pas-senger cars exported to foreign countries has been in excess of 33,000 and valued at more than \$24,000,000. Detailed figures are not as yet available for the month of June, but from January until the end of May the average monthly exportation was 5,645 cars and the average value of the cars shipped abroad was \$4,059,878 per month. The exact totals of the passenger cars shipped from the country during the five months ended June 1, 1916, was 28,227 cars, valued at

During the first half of 1916 the number of passenger cars made per month in the United States averaged 125,817. With the average monthly exportation of 5,645 just about 4½ per cent. of our total passenger car production is shipped abroad.

Big Toledo Concern Ships Nearly 100,000 Cars in Just Six Months.

SHEET SHILLING

ough demonstration of its capabilities. That this method has proved successful from our dealers."

PRODIUM RUBBER IS NEW.

Republic Company Has New Toughening Process.

new rubber compound, discovered and exclusively controlled by the Republic Rubber Company. This rubber is so tough that even fresh crushed rock The Willys-Overland Company of To-ledo, Ohio, which has long held the title of the world's greatest producer of ple strip almost as thin as a match oisture, thus eliminating decaying of

Not just any water but-

It can work without it for a while, but such abuse will shorten its life.

week.

Someone has to keep an eye on your battery, test it with a hydrometer and keep it supplied with water. We'll gladly give you this service free, as often as you wish, regardless of the make of battery you own. If repairs are needed we'll tell you so. And we can do the work if you wish. The chief thing your bat-tery needs is Prest-O-Lite

The Prest-O-Lite Co., Inc. NEW YORK BRANCH 206 AMSTERDAM A VE.

# **NEW JORDAN CAR** HAS MANY FEATURES

A Luxury Car at Moderate Price With Striking Bodies on Fine Chassis.

A new automobile, full of dignity and splendid qualities, has been added to that ever growing list of different makes of American cars. It is the product of the Jordan Motor Car Company of Cleveland, Ohio, and for real class, style,

Cleveland, Ohio, and for real class, style, power and speed it immediately assumes a position high in the ranks of the best types of motor pleasure vehicles.

Those who know Edward S. Jordan best realized he meant seriously just what he said a few weeks ago when he announced that he would soon put on the market a medium priced car which would answer the requirements of fastidious buyers, who heretofore have been satisfied only with the most costly makes of automombiles. For that reason extraor-dinary interest was manifested in the plans of the Jordan Motor Car Company and much speculation was aroused as to what unusual type of car would be forthcoming. Now that it is here, Jordan is receiving congratulations on every side and the car is the most talked about new product in the automobile trade. "The realization of a great ideal," is the way in which the new Jordan Luxmilders was to construct a car to sell at less than \$2,000 which would have al the luxury, beauty and fine points of the high priced automobile and still make it substantial throughout-not to confine its beauty and good qualities to surface alone, but to make it thoroughbred from top to bottom. The most noted experts and engineers in automobile building Edward V. Hartford, Inc., is out with

Edward V. Hartford, Iac., is out with something that should make a strong appeal to motorists—a bump absorber. Every moment one drives or leaves only as safe from damage as the whim of the most irresponsible driver, or the impulse of the most irresponsible driver, or the fundament of the most irresponsible driver, or the fundament of the most irresponsible driver, or the sudament of the most irresponsible driver, or the fundament of the most irresponsible driver, or the sudament of the sudament of the sudament of the sudament of the sudamen rd storage battery; motor driven tire
imp: Firestone tires. 35x4½ inches.
on-skid on rear; eighteen gallon rect-

pact scarcely disturbs either car. Let your car slide into the car ahead at a

New Chalmers Sales Representatives.



J. P. WINTERSON.

The Chalmers Motor Company announces the addition of C. H. King and J. P. Winterson to the sales staff of that company.

until April, 1914. Mr. King has thus been selling Chalmers cars practically since the beginning. His new work will be confined almost entirely to the East-



Mr. King is one of the real veterans of the automobile industry. He has been connected with the sale of motor cars ever since 1905, during which period he has sold practically every high grade car on the market.

Starting out with the Motor Car Sales

Starting out with the Motor Car Sales

souden crossing signal and the impact is a soft recoil of six to eight inches.

Reflecting the prosperity of the country, the gross value of the domestic business for almost stewart-Warner vacuum feed system:

# are the pick of 100,000

tire makers

hat built this Army of Tire Specialists? It is the achievement of sixteen years of selection and sifting. Men are enrolled only on their showing of exceptional qualifications and training.

Success is the great magnet. Men of unusual abilities are drawn to the standard that calls for the best that is in them.

There is no success like the success of Quality. In the case of the Firestone it has rallied the pick of the 100,000 men—the backbone of the tire building industry.

Only such an organization could create the Firestone Inbuilt Extras-Most Miles per Dollar Quality, Service and Riding Luxury. And these men know how to practice and combine the Firestone's Extraordinary values at the price of the ordinary. Yours is the gain.

Firestone Tire and Rubber Company "America's Largest Exclusive Tire and Rim Makers" 1871-75 Broadway, N. Y.

Bedford Ave. & Sterling Place, Brooklyn 84 Bank Street, Newark, N. J. Home Office and Factory: Akron. Ohio-Branches and Dealers Everywhere

Makers of the First Truck Tires



This car of pleasing lines sells for \$1,450 f. o. b. Oleveland and may be seen at the show rooms of

B. Stearns Company of New York, at Broadway and Fifty-seventh street.

Interest in Touring Week.

Kisselkar Company.

Exist among car owners in the fouring Week which starts on the result is widespread publicity of keen fouring Week which starts on the result is widespread publicity of keen fouring Week which starts on the result is widespread publicity of keen fouring Week which starts on the result is widespread publicity of keen fouring Week which starts on the result is widespread publicity of keen fouring Week which starts on the production. There is no doubt that the motorist make the result is widespread publicity of keen fouring Week which starts on the production. There is no doubt that the motorist make the week of fouring travelled. The automobilist with a fouring travelled. The automobilist will not be consolidation of several military in the consolidation of several military in the second distinct of the fouring festival, one might say—the purportation on the part of the propagation of the part of the propagation of the part of the propagation of the part of the propagation on the part of the propagation of the part of the pr



# When did you last put water in your Battery?

Pure, distilled water, means food and drink to your battery.

Have it inspected this